

5 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Vas Alain ;
Language :	French
Place of the course	Mons
Aims	<i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i>
Bibliography	<ul style="list-style-type: none"> • AAKER D.A. (2004), Strategic Market Management, 7th ed., Wiley. • HOOLEY G., SAUNDERS J., PIERCY N. (2004), Marketing Strategy and Competitive Positioning, 3rd ed., Prentice-Hall. • PORTER M. (2004), Competitive Strategy, 2nd ed., Free Press.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GESM2M1	5		